

Tar, Nicotine Content Of Some Cigarettes Fell, Studies by FTC Show

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON — The Federal Trade Commission's smoking machine has discovered a drop in the tar and nicotine content of several cigarette brands since its last test in February.

The FTC conducts periodic tests of cigarette tar and nicotine content. Its findings are followed closely by the tobacco industry and by cigarette foes in Congress. In last February's tests, the FTC discovered a rise in tar and nicotine in several brands, and Sen. Moss (D., Utah) suggested that tobacco companies were doing it deliberately to hook smokers all the harder.

With a July test showing more declines than increases, Sen. Moss regarded it as evidence of greater competition among manufacturers in marketing cigarettes lower in tar and nicotine. "Increased research and competition for the sale of progressively lower tar and nicotine-bearing cigarettes will benefit those smokers who cannot stop," the Senator said.

The FTC reported that since February, 51 brands or varieties of cigarettes showed declines in tar content, while four showed increases. There were 25 brands or varieties showing declines in nicotine content, while 19 showed increases.

Among leading brands showing declines from February measurements of both tar and nicotine content were various lengths and types of Kent, Lark, Lucky Strike, Marlboro, Newport, Old Gold, Pall Mall, Philip Morris, Tarleton, True and Virginia Slims.

Only two minor brands showed increases in both tar and nicotine content, but various lengths and types of Camel, Marlboro, Old Gold, Pall Mall, Chesterfield and Winston showed increases in nicotine alone.

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